

TANGIBLE RESULT #6

Communicate Effectively With Our Customers



Every MDOT employee has to communicate with customers, some on a daily basis. It is critical to communicate clearly, concisely, accurately, and in a timely manner with customers.

RESULT DRIVER:

Kelly Tarver

The Secretary's Office (TSO)

Communicate Effectively With Our Customers

TANGIBLE RESULT DRIVER:

Kelly Tarver

The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:

Katie Bennett

*Maryland Transportation Authority
(MDTA)*

PURPOSE OF MEASURE:

To examine and analyze the social media activities of each MDOT TBU to gauge if we are communicating effectively with our customers/followers.

FREQUENCY:

Quarterly

DATA COLLECTION METHODOLOGY:

MDOT gathers social media analytics for this measure from MDOT Twitter and Facebook accounts.

NATIONAL BENCHMARK:

N/A

PERFORMANCE MEASURE 6.1A

Communicate Effectively Utilizing Social Media: Social Reach

Social media offers MDOT powerful avenues to disseminate important information directly to its customers and to interact with them in real-time. Each of our TBUs continues to grow its social media following and expand its reach.

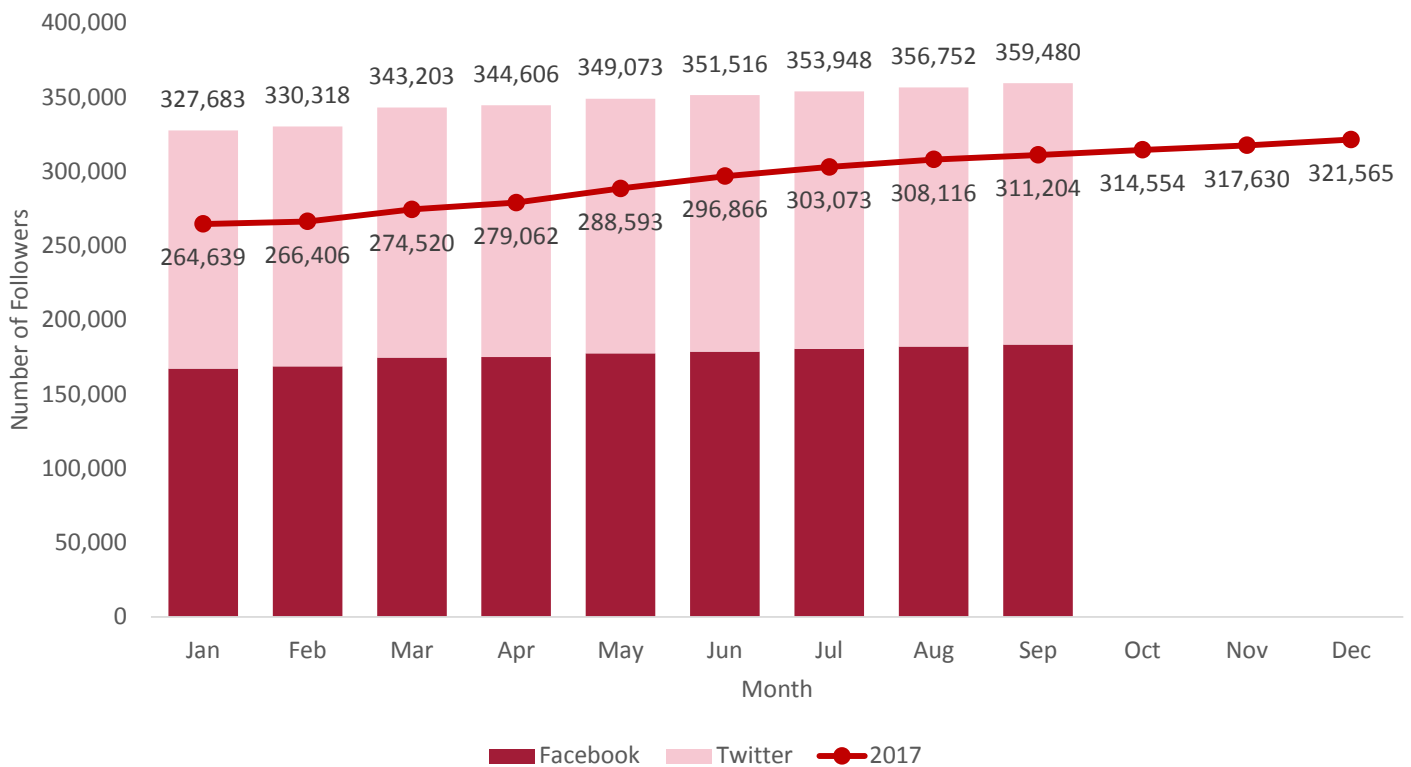
“Social reach” measures the number of customers who have seen our message on Facebook and Twitter. MDOT strives to reach customers through the channels they use. Efforts are focused on developing social media strategic skills and programs MDOT-wide to enhance social reach. To date, MDOT proudly has nearly 360,000 fans on social media and continues to grow. During the last quarter, MDOT TBUs reached nearly 16 million users through Facebook and Twitter. Providing real-time information during weather events and incidents is essential for MDOT customers.

Communicate Effectively With Our Customers

PERFORMANCE MEASURE 6.1A

Communicate Effectively Utilizing Social Media: Social Reach

Chart 6.1A.1: Total MDOT Social Media Followers CY2018

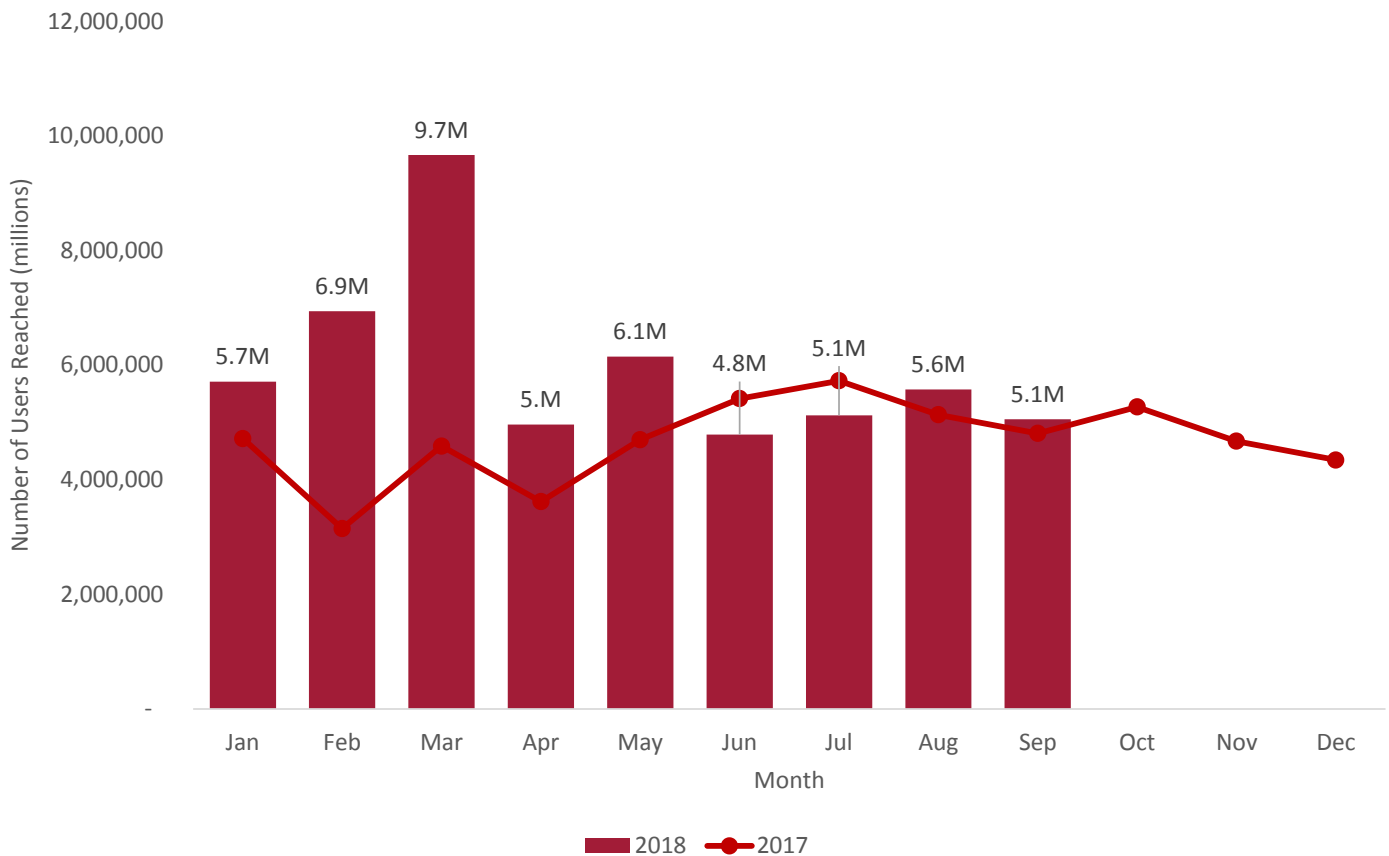


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PERFORMANCE MEASURE 6.1A

Communicate Effectively Utilizing Social Media: Social Reach

Chart 6.1A.2: Total MDOT Social Media Reach CY2018



Communicate Effectively With Our Customers

TANGIBLE RESULT DRIVER:

Kelly Tarver

The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:

Richard Scher

Maryland Port Administration (MPA)

PURPOSE OF MEASURE:

To examine and analyze the social media activities of each MDOT TBU to gauge if we are communicating effectively with our customers/followers.

FREQUENCY:

Quarterly

DATA COLLECTION METHODOLOGY:

MDOT gathers social media analytics for this measure from MDOT Twitter and Facebook accounts.

NATIONAL BENCHMARK:

N/A

PERFORMANCE MEASURE 6.1B

Communicate Effectively Utilizing Social Media: Social Engagement

While “social reach” measures the total number of people who have seen a message, “social engagement” recognizes how followers engaged with that message. Engagements initiate opportunities to communicate interactively with customers.

To determine the effectiveness of its social media communication, MDOT measures social engagement across all MDOT social media accounts, looking for trends in likes, comments and shares to better provide content its followers will enjoy and find informative. Through education and training, MDOT staff are determined to heighten the social experience of their customers.

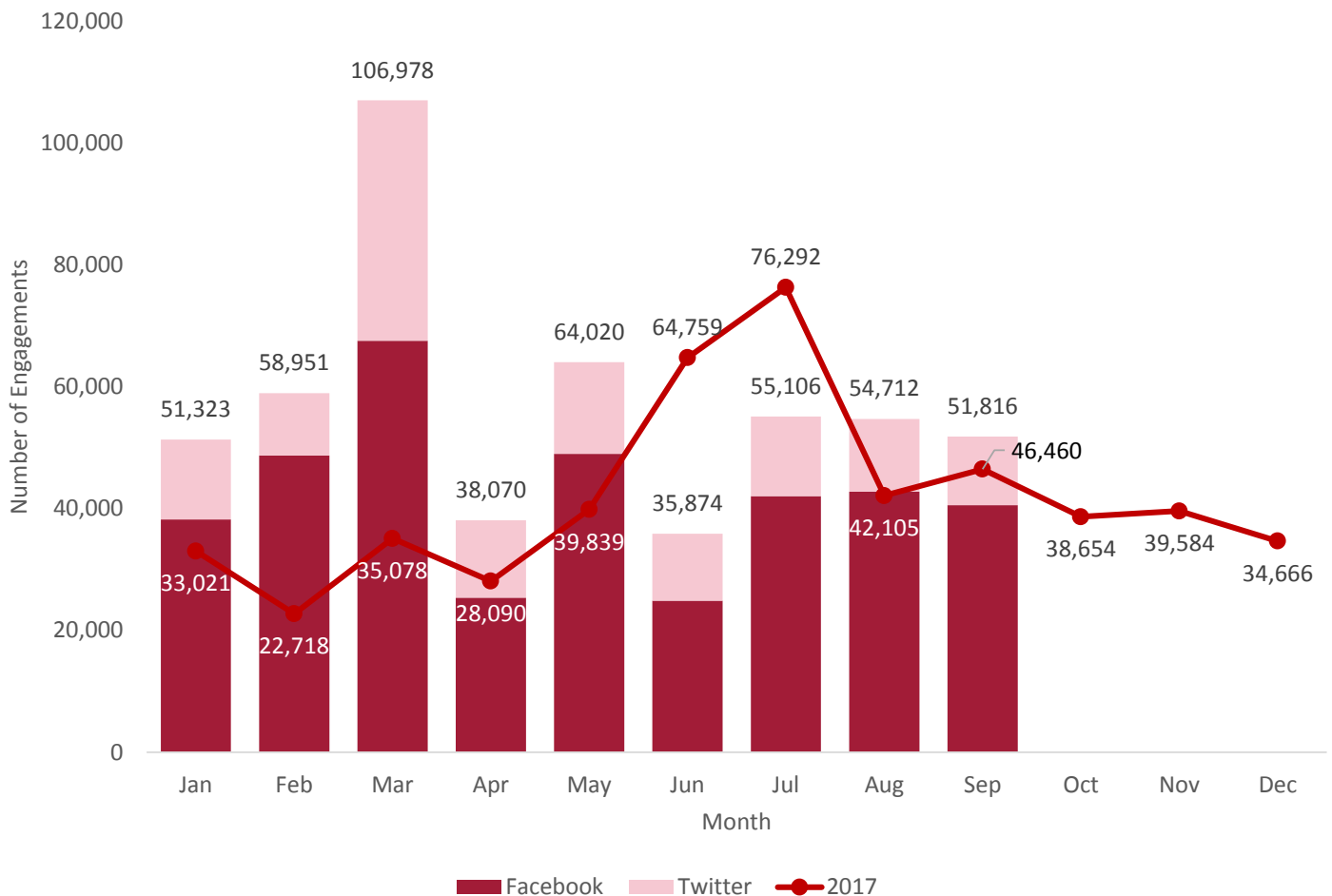
MDOT continues to learn the interests of its customers through social media channels to provide the content customers expect.

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PERFORMANCE MEASURE 6.1B

Communicate Effectively Utilizing Social Media: Social Engagement

Chart 6.1B.1: Total MDOT Social Media Engagements CY2018



Communicate Effectively With Our Customers

TANGIBLE RESULT DRIVER:

Kelly Tarver

The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:

Juan Torrico

Maryland Transit Administration (MTA)

PURPOSE OF MEASURE:

To track how clearly and effectively MDOT communicates with customers during public events.

FREQUENCY:

Semi-Annually

(January and July)

DATA COLLECTION METHODOLOGY:

Data will be collected via survey at all public meetings hosted by TBUs. The data will be owned and housed by the TBU in charge of the public meetings and sent to MVA on a quarterly basis.

NATIONAL BENCHMARK:

84%

PERFORMANCE MEASURE 6.2

Satisfaction with Communication at Public Meetings

MDOT is committed to providing valuable and easily understandable information to its customers during public meetings. Public feedback can influence Maryland transportation programs and projects. As a result, MDOT encourages customer feedback from all of its customers which include residents, community leaders and stakeholders.

From January 2018 – June 2018, MDOT achieved an overall 95.8 percent satisfaction rating from 1072 customers who indicated that MDOT effectively communicated during 40 separate MDOT-hosted public events. We are proud to once again exceed the benchmark of 84 percent, but MDOT will continue to explore and implement enhanced communication methods and techniques.

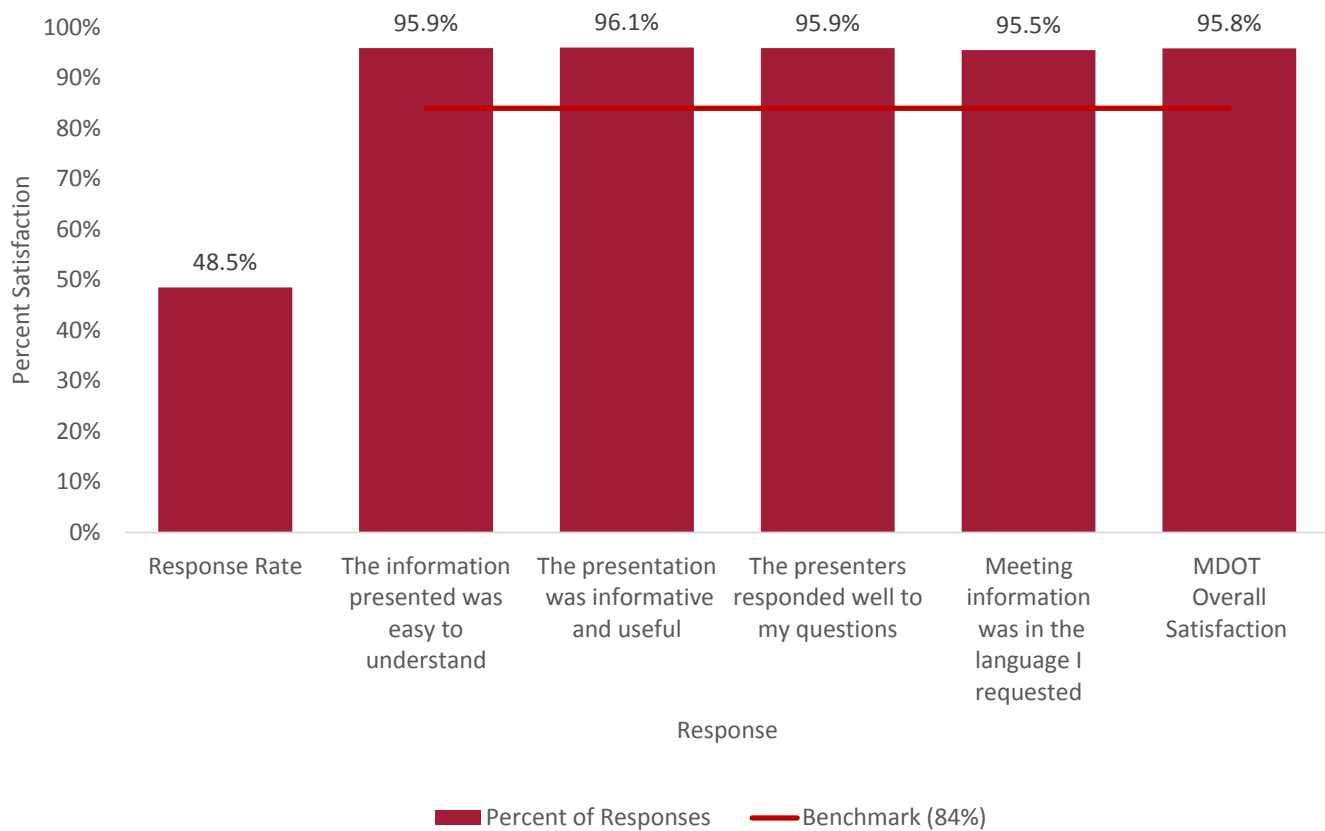
In an effort to increase opportunities for customer outreach during this past quarter, the Customer Feedback mechanism was revised and can be reached electronically at [Survey Monkey MDOT Public Events CY 2018](#). In addition, language translation of the Customer Feedback indicator form can now be accessed at MDOT's Public Meeting page through the Google translation link. For customer convenience, a listing of MDOT Public Meetings can also be found at MDOT's Public Meeting page.

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PERFORMANCE MEASURE 6.2

Satisfaction with Communication at Public Meetings

Chart 6.2.1: Overall MDOT Customer Satisfaction with Communication at Public Meetings CY2018



Communicate Effectively With Our Customers

TANGIBLE RESULT DRIVER:

Kelly Tarver

The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:

Jonathan Dean

*Maryland Aviation Administration
(MAA)*

PURPOSE OF MEASURE:

To track number of stories generated to ensure maximum customer reach.

FREQUENCY:

Quarterly

DATA COLLECTION METHODOLOGY:

Data gathered, measured, and analyzed with software system.

NATIONAL BENCHMARK:

N/A

PERFORMANCE MEASURE 6.3A

Communicate Effectively Through News Releases: Number of News Stories Generated from Major Releases

MDOT public affairs and media relations professionals work to highlight the important work performed by MDOT employees on behalf of Maryland residents, businesses, and visitors. These communications specialists use their skills, experience, and knowledge to represent MDOT and serve as spokespersons before the public and the news media.

For performance measure 6.3A, each MDOT TBU tracks and analyzes the news that it creates and disseminates. Press releases remain an effective tool to distribute news to MDOT customers. The performance measure evaluates the number of press releases issued each month across MDOT, and calculates the number of news stories that resulted from the press releases.

The positive news created by MDOT TBUs continues to result in broad reach across local, national, international, and transportation trade media. For this quarter, the number of MDOT press releases climbed 35 percent over the previous quarter. The number of news media pick-ups increased by nearly 9 percent to 558 news stories for the quarter.

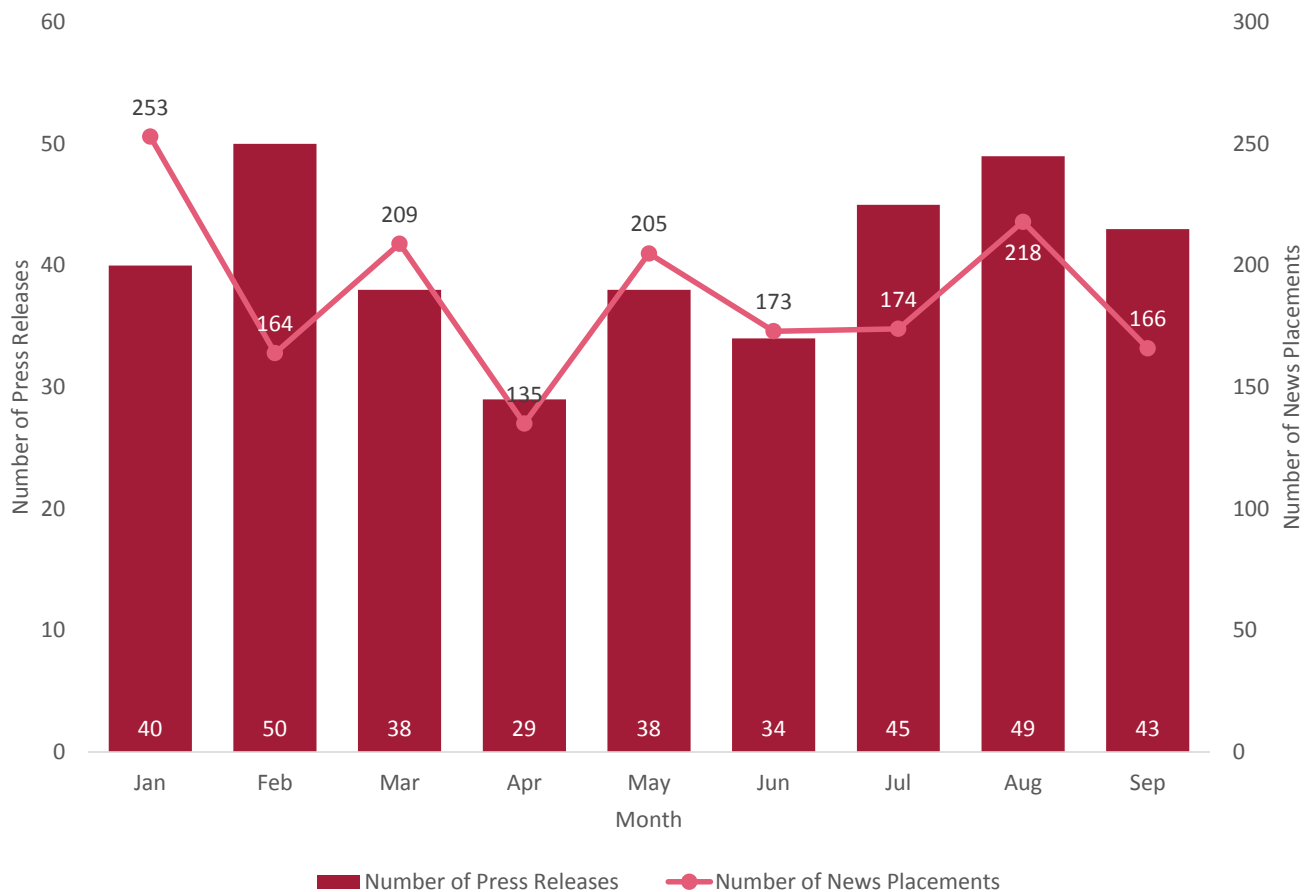


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PERFORMANCE MEASURE 6.3A

Communicate Effectively Through News Releases: Number of News Stories Generated from Major Releases

Chart 6.3A.1: MDOT Press Releases and News Placements CY2018

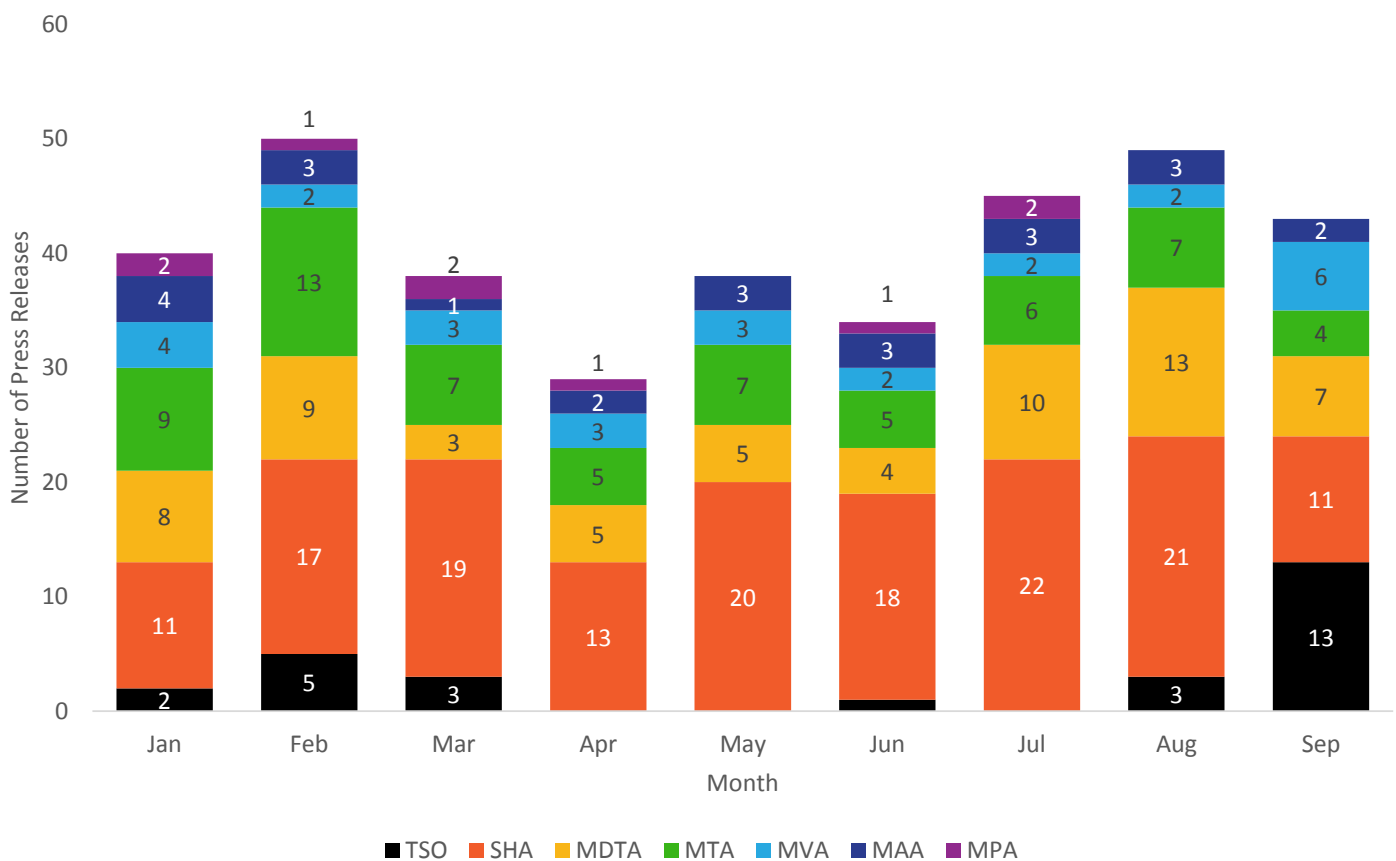


Communicate Effectively With Our Customers

PERFORMANCE MEASURE 6.3A

Communicate Effectively Through News Releases: Number of News Stories Generated from Major Releases

Chart 6.3A.2: Press Releases by TBU CY2018

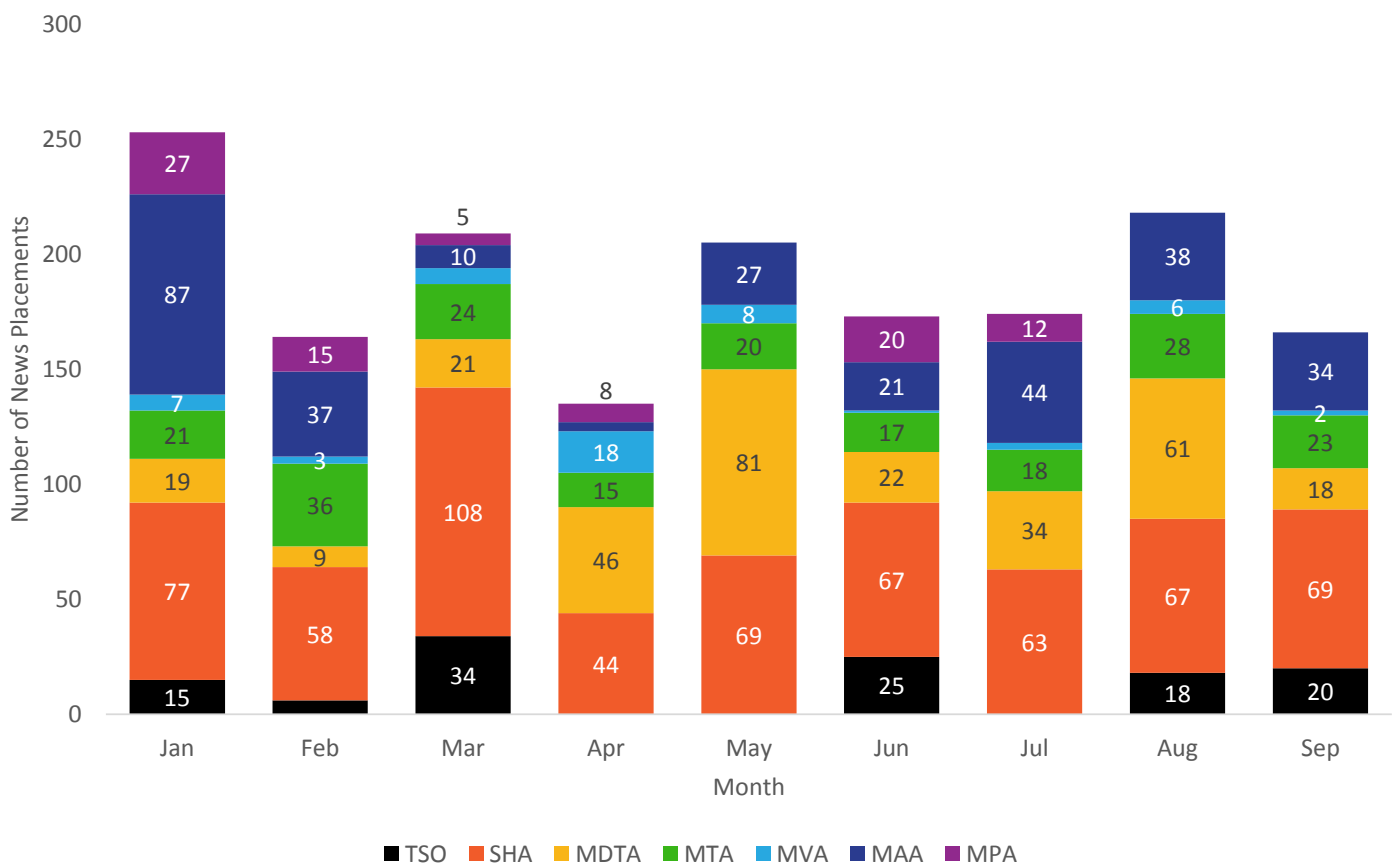


Communicate Effectively With Our Customers

PERFORMANCE MEASURE 6.3A

Communicate Effectively Through News Releases: Number of News Stories Generated from Major Releases

Chart 6.3A.3: News Placements by TBU CY2018



Communicate Effectively With Our Customers

TANGIBLE RESULT DRIVER:

Kelly Tarver

The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:

Valerie Burnette Edgar

State Highway Administration (SHA)

PURPOSE OF MEASURE:

To evaluate the effectiveness of the news releases issued by MDOT. Demonstrates cost effectiveness of releasing public information to media outlets vs. buying advertising space/time.

FREQUENCY:

Quarterly

DATA COLLECTION METHODOLOGY:

Data can be derived through software systems and some of the data is calculated per news story by individuals using advertising rates of media outlets.

NATIONAL BENCHMARK:

N/A

PERFORMANCE MEASURE 6.3B

Communicate Effectively Through News Releases: Earned Media Value of Print and Broadcast Coverage Generated by News Releases

Reaching and informing customers with important news is critical in the overall customer experience for MDOT customers and users. This is a challenge in today's technology-heavy society. To compete with a public that has access to multiple channels of 24/7 information, MDOT employs a variety of modern and traditional methods and news sources, including purchasing advertising space or time to further saturate a media market with vital information. Alternatively, news releases offer a significant cost-savings to MDOT and the tax-paying public while allowing MDOT messages to reach more customers quickly and efficiently. MDOT issues news releases to inform customers of important information they need regarding transportation services and projects. This measure shows the value of print and broadcast stories generated by news releases to determine the cost effectiveness of news releases (reaching customers with news and information without purchasing advertising for public notice).

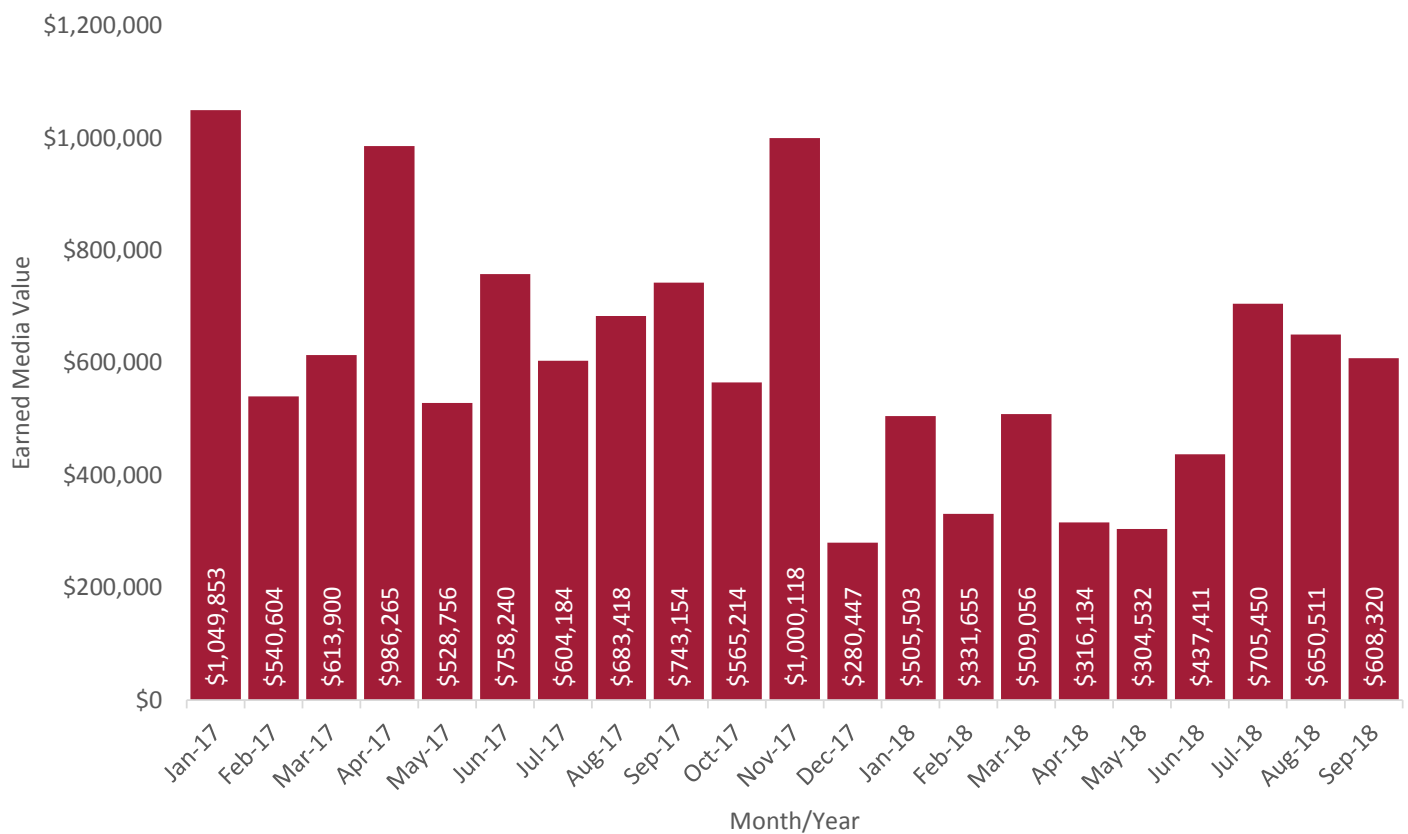
Earned media value for July 2018-September 2018 significantly improved from the previous quarter, which showed how breaking national or local breaking news occurs, the media coverage will be dominated by other topics. This quarter demonstrated MDOT TBUs effectiveness in reaching customers.

Communicate Effectively With Our Customers

PERFORMANCE MEASURE 6.3B

Communicate Effectively Through News Releases: Earned Media Value of Print and Broadcast Coverage Generated by News Releases

Chart 6.3B.1: Earned Media Value of Print and Broadcast Coverage Generated by News Releases MDOT Wide
CY2017-CY2018

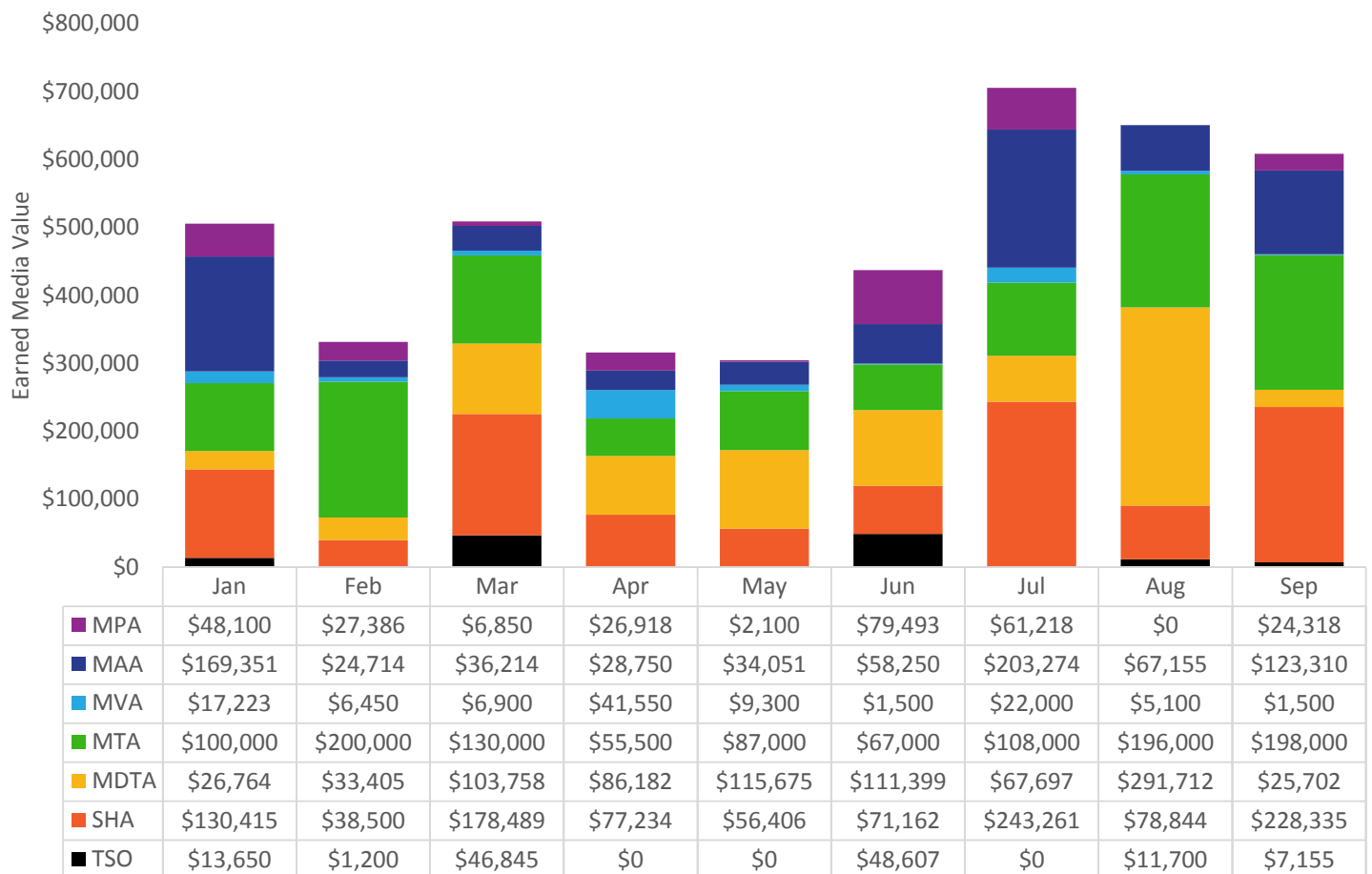


Communicate Effectively With Our Customers

PERFORMANCE MEASURE 6.3B

Communicate Effectively Through News Releases: Earned Media Value of Print and Broadcast Coverage Generated by News Releases

Chart 6.3B.2: Earned Media Value YTD CY2018



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Communicate Effectively With Our Customers

TANGIBLE RESULT DRIVER:

Kelly Tarver

The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:

Valerie Burnette Edgar

State Highway Administration (SHA)

PURPOSE OF MEASURE:

To evaluate the tone of media coverage resulting from news releases.

FREQUENCY:

Quarterly

DATA COLLECTION METHODOLOGY:

MDOT's team will use software that tracks releases and news generated to evaluate tone of news stories.

NATIONAL BENCHMARK:

N/A

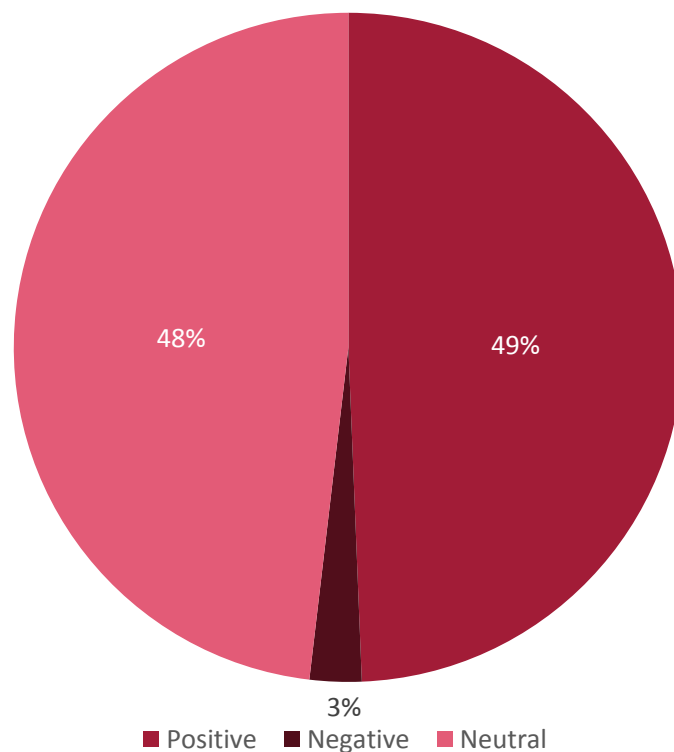
PERFORMANCE MEASURE 6.3C

Communicate Effectively Through New Releases: Evaluate Tone of News Stories by Publications Generated from MDOT Releases

MDOT has a responsibility to inform customers about important information they need relating to services, transportation options and improvements in their communities. One way MDOT shares information is issuing news releases to the media.

This measure helps MDOT evaluate the tone of print and broadcast news stories that are directly related to MDOT news releases to determine if there is balanced coverage for our customers. It also helps MDOT determine if more, less or different information is needed to ensure customers are receiving factual information via news outlets.

Chart 6.3C.1: News Tone by TBU January 2018 - September 2018, MDOT-Wide

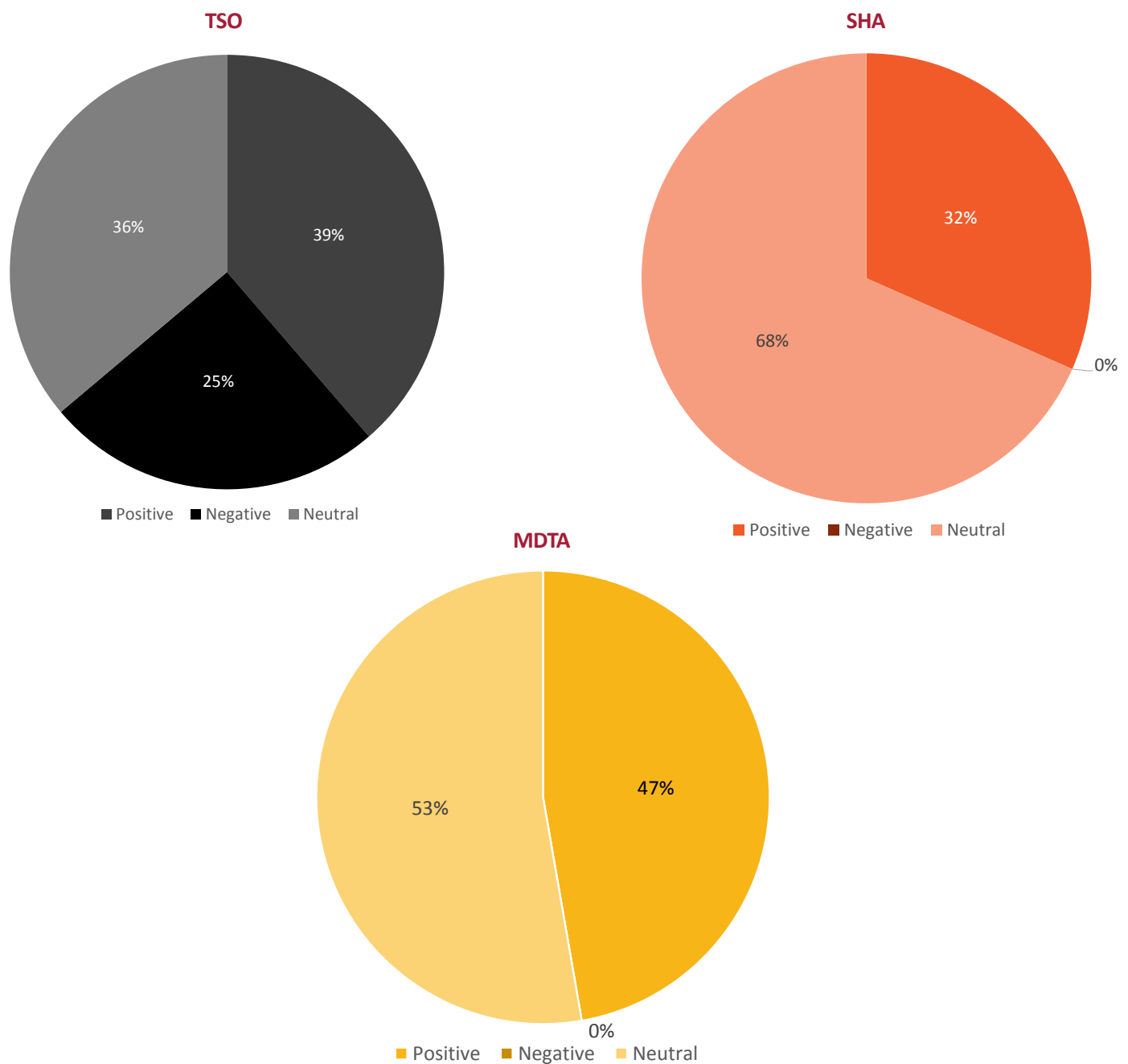


Communicate Effectively With Our Customers

PERFORMANCE MEASURE 6.3C

Communicate Effectively Through New Releases: Evaluate Tone of News Stories by Publications Generated from MDOT Releases

Chart 6.3C.1: News Tone by TBU January 2018 - September 2018

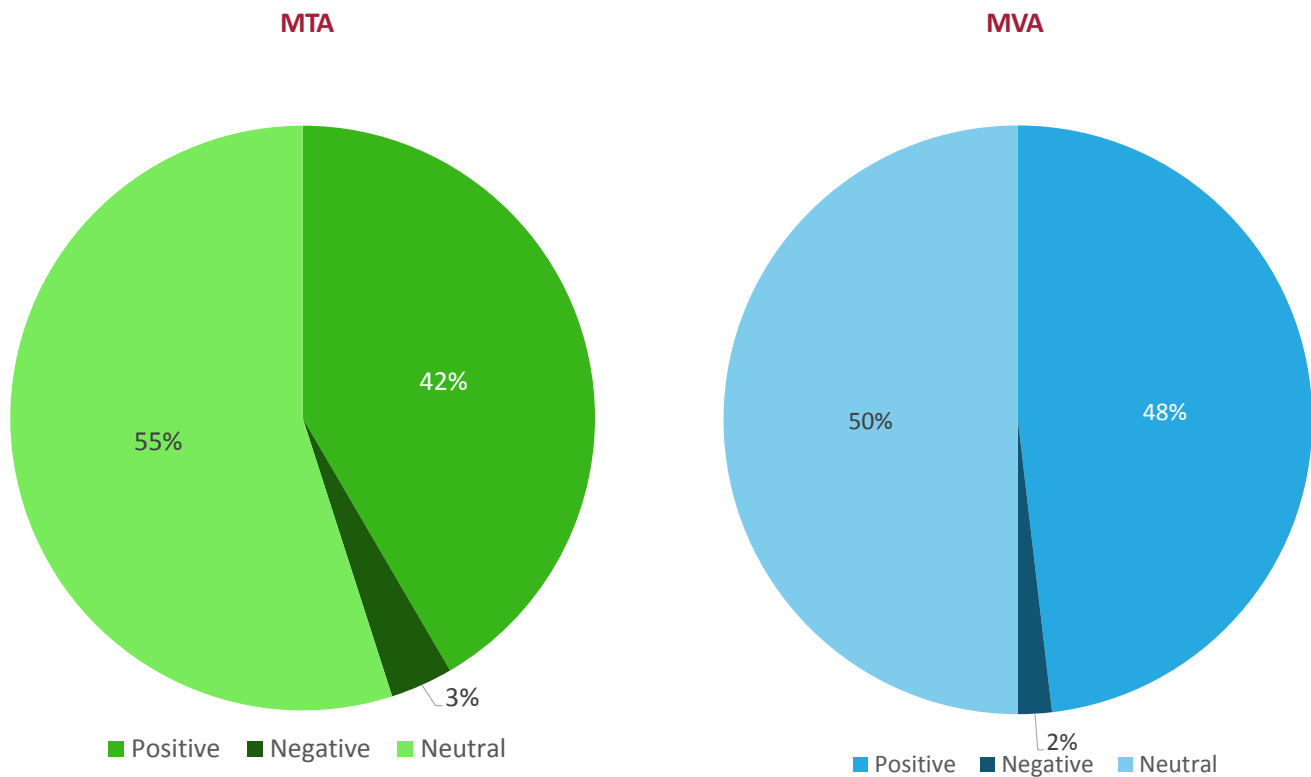


Communicate Effectively With Our Customers

PERFORMANCE MEASURE 6.3C

Communicate Effectively Through New Releases: Evaluate Tone of News Stories by Publications Generated from MDOT Releases

Chart 6.3C.1: News Tone by TBU January 2018 - September 2018

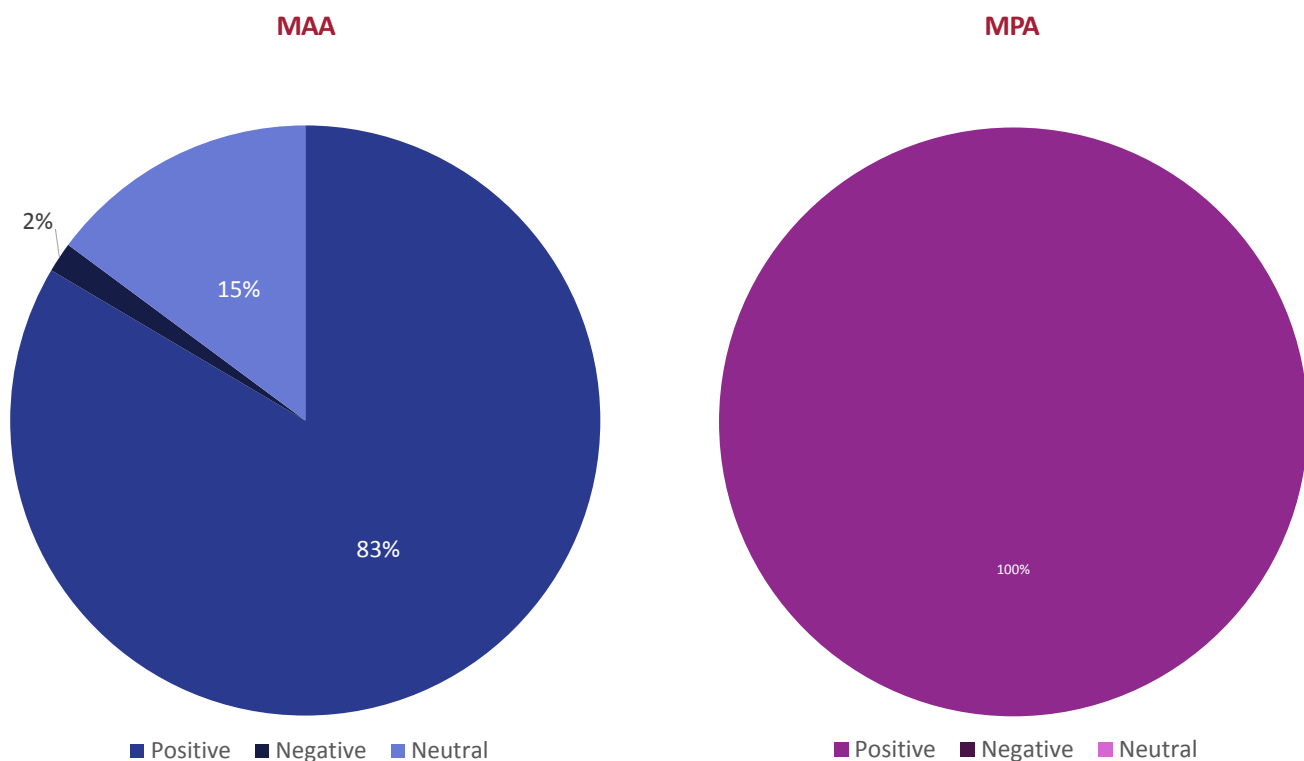


Communicate Effectively With Our Customers

PERFORMANCE MEASURE 6.3C

Communicate Effectively Through New Releases: Evaluate Tone of News Stories by Publications Generated from MDOT Releases

Chart 6.3C.1: News Tone by TBU January 2018 - September 2018



Communicate Effectively With Our Customers

TANGIBLE RESULT DRIVER:

Kelly Tarver

The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:

Jonathan Dean

*Maryland Aviation Administration
(MAA)*

PURPOSE OF MEASURE:

To measure the number of customers that read, viewed, or listened to MDOT proactive stories in the news media.

FREQUENCY:

Quarterly

DATA COLLECTION METHODOLOGY:

Data gathered, measured, and analyzed.

NATIONAL BENCHMARK:

N/A

PERFORMANCE MEASURE 6.4A

Reach of Pickups of Proactive Stories

MDOT produces content to highlight important, distinctive and positive initiatives for our customers. Performance Measure 6.4A measures the number of people who read, viewed or listened to proactive media stories. Proactive media helps our customers understand transportation initiatives by telling MDOT's own story. Proactive media goes beyond press releases to share unique stories of the organization.

By tracking the exposure of those unique stories, MDOT can properly evaluate if the messages are reaching the consumer. The number of exposures are calculated by compiling the number of times they were delivered to a customer through a newspaper article, online news website, radio or TV show.

During the third quarter of 2018, MDOT's proactive media placements were delivered to people 12,580,470 times. This was a 427% increase from quarter two and reflects a concerted effort by the Digital Team to increase this measure.

This increase is due to a jump in pickups in quarter three, 69, compared to 16 in the previous quarter.

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PERFORMANCE MEASURE 6.4A

Reach of Pickups of Proactive Stories

Chart 6.4A.1a: Audience for Proactive Stories Picked Up By Media Q2 CY2018

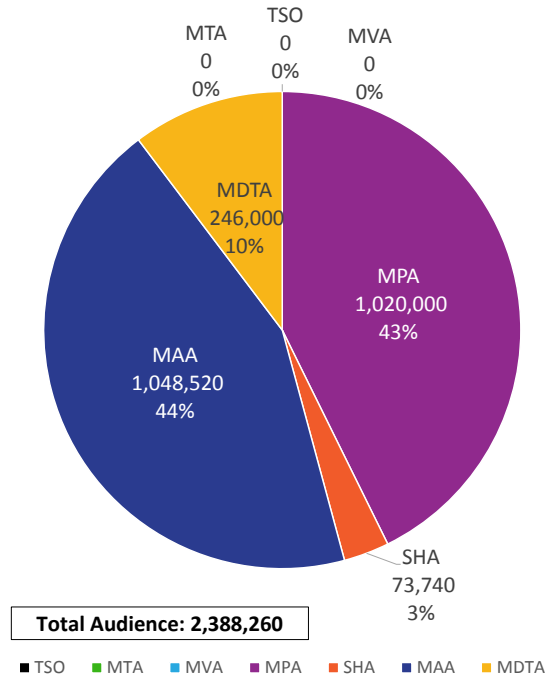
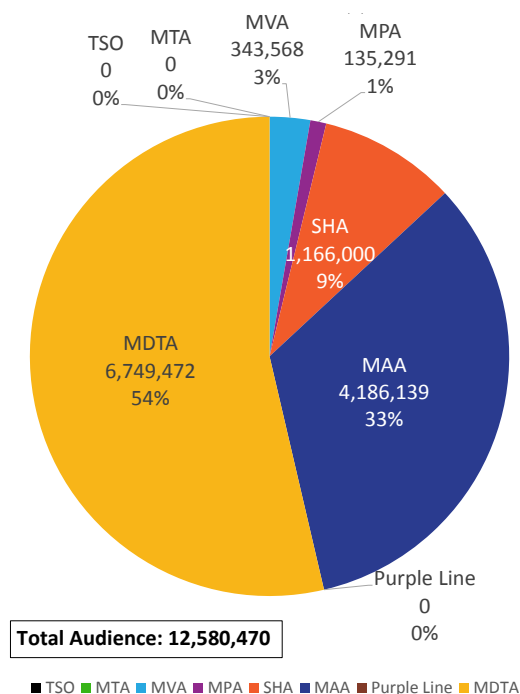


Chart 6.4A.1b: Audience for Proactive Stories Picked Up By Media Q3 CY2018



Communicate Effectively With Our Customers

PERFORMANCE MEASURE 6.4A

Reach of Pickups of Proactive Stories

Chart 6.4A.2a: Type of Media that Picked Up Proactive Stories Q2 CY2018

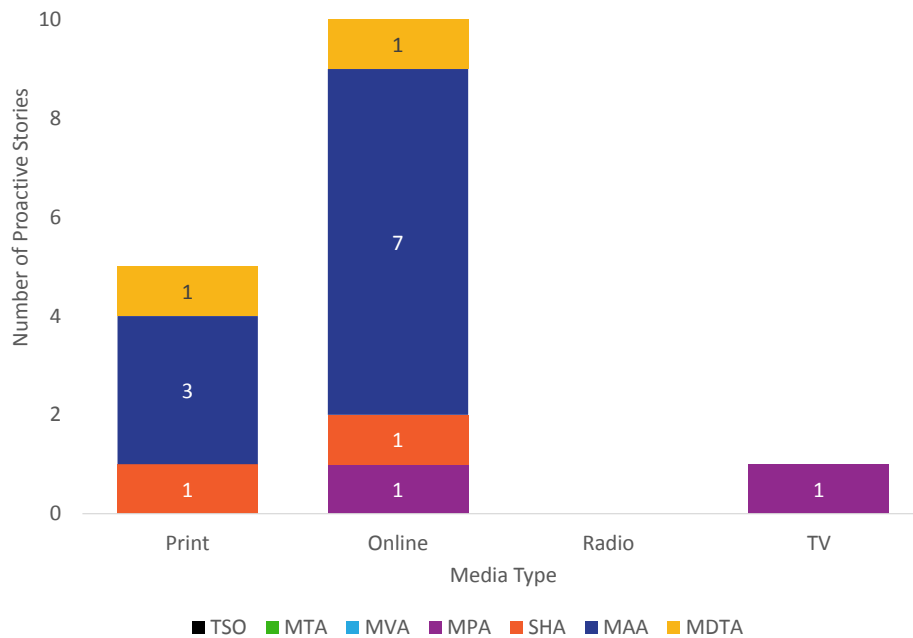
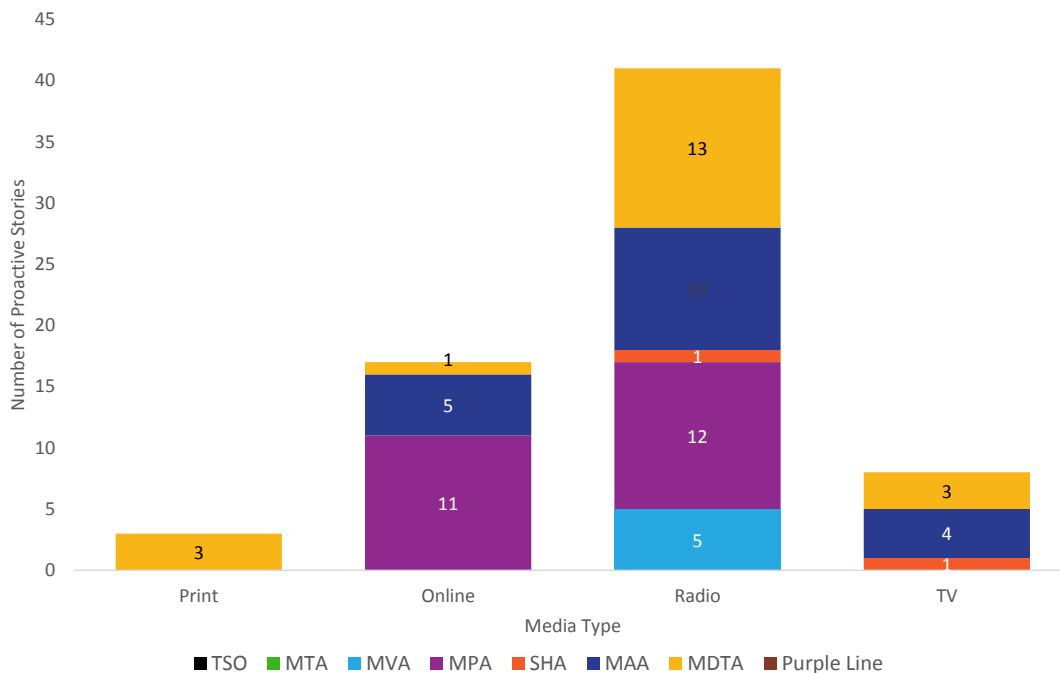


Chart 6.4A.2b: Type of Media That Picked Up Proactive Stories Q3 CY2018



Communicate Effectively With Our Customers

TANGIBLE RESULT DRIVER:

Kelly Tarver

The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:

Jonathan Dean

Maryland Aviation Administration (MAA)

PURPOSE OF MEASURE:

To track the number of people that viewed proactive content produced by MDOT TBUs.

FREQUENCY:

Quarterly

DATA COLLECTION METHODOLOGY:

Data gathered, measured, and analyzed.

NATIONAL BENCHMARK:

N/A

PERFORMANCE MEASURE 6.4B

Reach of MDOT-Produced Content

MDOT produces proactive content to showcase its own stories without relying on traditional press releases. This proactive content includes magazines, broadcasts, newsletters, photo albums and sound bites. The stories told in these items tell the positive impact of MDOT.

Performance Measure 6.4B measures the number of people looking at the content MDOT produced on its own and made available to subscribers, listeners and readers. This measure will guide how MDOT can best package proactive stories for each category of media. Through this measure, MDOT can see how large an audience it is reaching through internally produced items and compare that audience with Performance Measure 6.4A to analyze what categories of external media are placing MDOT-produced content.

MDOT reached 26,637 people in the third quarter of 2018 with its own internally produced content.

Communicate Effectively With Our Customers

PERFORMANCE MEASURE 6.4B

Reach of MDOT-Produced Content

Chart 6.4B.1a: Audience for MDOT-Produced Proactive Content Q2 CY2018

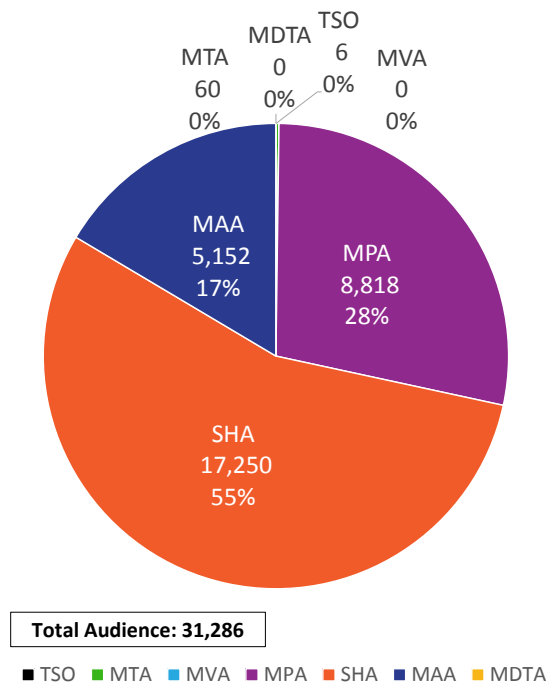
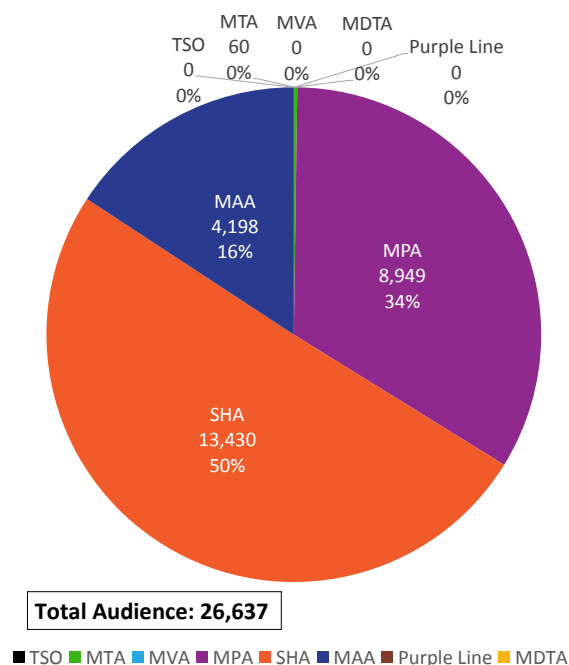


Chart 6.4B.1b: Audience for MDOT-Produced Proactive Content Q3 CY2018



Communicate Effectively With Our Customers

PERFORMANCE MEASURE 6.4B

Reach of MDOT-Produced Content

Chart 6.4B.2a: Type of MDOT-Produced Proactive Content Q2 CY2018

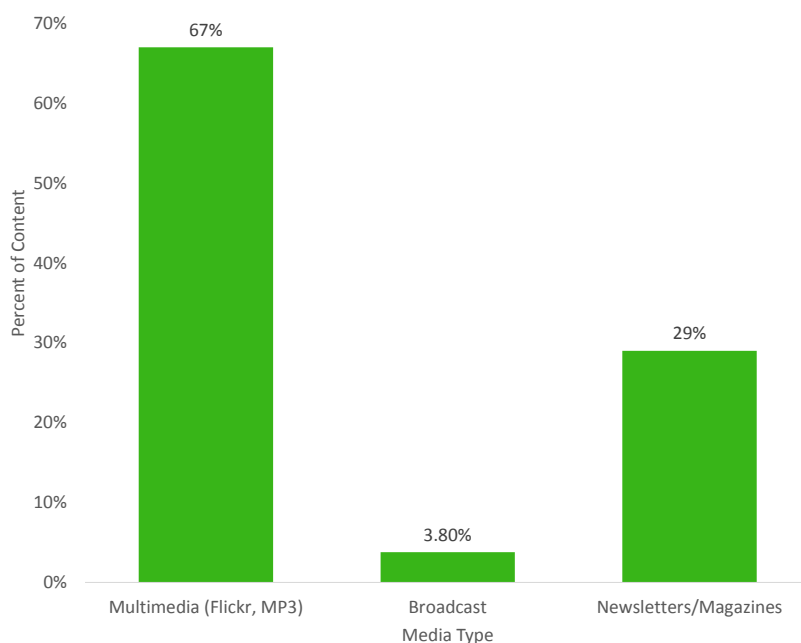
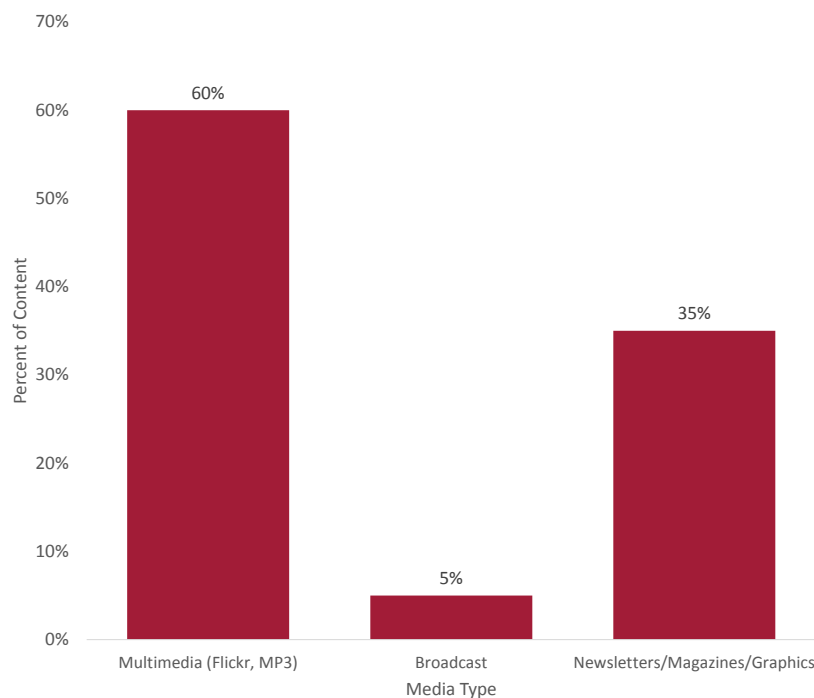


Chart 6.4B.2b: Type of MDOT-Produced Proactive Content Q3 CY2018



Communicate Effectively With Our Customers

TANGIBLE RESULT DRIVER:

Kelly Tarver

The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:

Jonathan Dean

*Maryland Aviation Administration
(MAA)*

PURPOSE OF MEASURE:

To measure the number of social media users reached by MDOT proactive content.

FREQUENCY:

Quarterly

DATA COLLECTION METHODOLOGY:

Data gathered, measured, and analyzed.

NATIONAL BENCHMARK:

N/A

PERFORMANCE MEASURE 6.4C

Reach of Proactive Posts on Social Media

MDOT posts proactive content on social media to allow for speedy and wide distribution of positive stories and extras from press conferences and events, as well as campaigns. The posting of this content on social media is a subset of MDOT's overall social media posts but is an important component and takes an exerted effort to coordinate.

This measure looks at the number of times proactive stories are distributed through social media channels. This audience is defined by the number of times the proactive items show up in social media feeds.

During Q3 CY2018, the total audience for proactive MDOT items on social media was 3,005,440, a 20.9 percent increase from the second quarter of the year. The reach of MDOT's social media posts on Facebook, Twitter and Instagram is growing, which means more people are seeing how we connect them to life's opportunities.

Communicate Effectively With Our Customers

PERFORMANCE MEASURE 6.4C

Reach of Proactive Posts on Social Media

Chart 6.4C.1a: Audience of Proactive Stories Published on Social Media Q2 CY2018

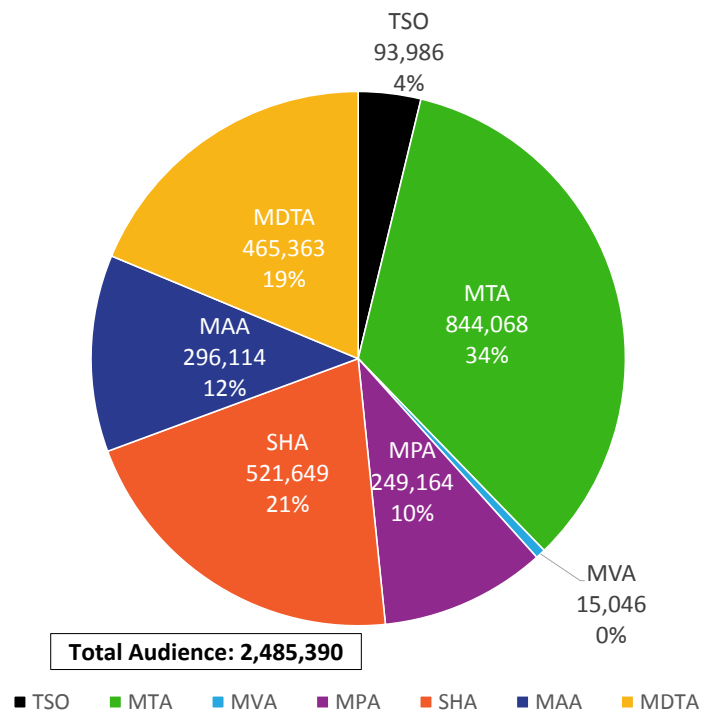
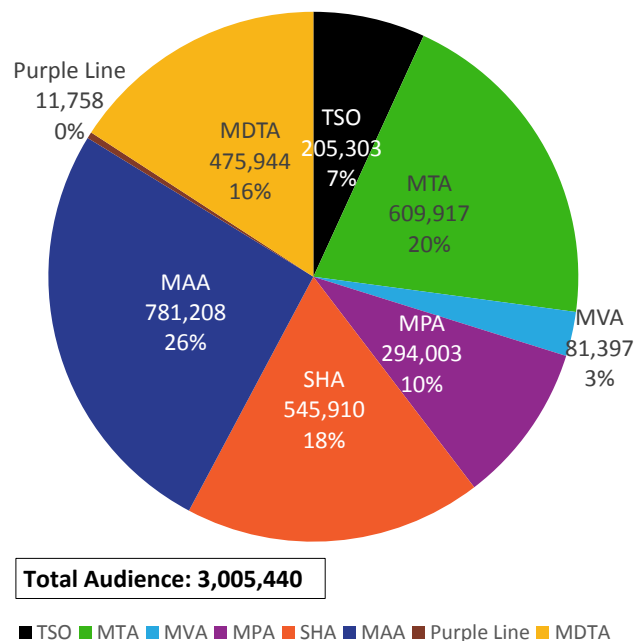


Chart 6.4C.1b: Audience of Proactive Stories Published on Social Media Q3 CY2018



Communicate Effectively With Our Customers

TANGIBLE RESULT DRIVER:

Kelly Tarver

The Secretary's Office (TSO)

PERFORMANCE MEASURE DRIVER:

Jonathan Dean

*Maryland Aviation Administration
(MAA)*

PURPOSE OF MEASURE:

To analyze the number of user interactions with social media content produced by MDOT.

FREQUENCY:

Quarterly

DATA COLLECTION METHODOLOGY:

Data gathered, measured, and analyzed.

NATIONAL BENCHMARK:

N/A

PERFORMANCE MEASURE 6.4D

Interactions with Proactive Posts on Social Media

When posting proactive content onto social media channels, one of the goals is to make the content engaging for customers to enjoy. MDOT does this by producing videos, finding unique subject matter and being creative with the content.

This performance measure, which expands on 6.4C, examines the number of times that customers interacted with a proactive item on social media. Interactions are direct confirmation that someone has viewed and comprehended MDOT's message – providing feedback on the effectiveness of proactive stories on social media. These interactions include likes, comments, retweets and clicks. By analyzing the results, MDOT can better target its messages to customers.

The Q3 CY2018 mirrored the second quarter's total, which was an increase over quarter one. MDOT engaged 114,121 people with our posts. One example was a Facebook video from the MDTA about a rescued cat that had more than 1,800 engagements. Typically, individual posts have less than a hundred engagements.

Communicate Effectively With Our Customers

PERFORMANCE MEASURE 6.4D

Interactions with Proactive Posts on Social Media

Chart 6.4D.1a: Interactions with Proactive Posts on Social Media Q2 CY2018

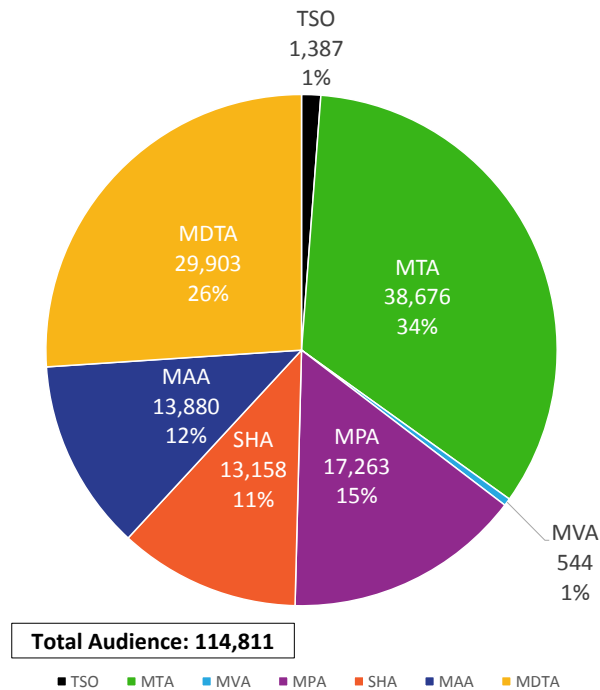


Chart 6.4D.1b: Interactions with Proactive Posts on Social Media Q3 CY2018

